

Wisconsin's No Call Program brings a little peace to our increasingly busy lives. It's nice to be able to spend time with our friends and families without being interrupted by unwanted telephone solicitations. The Consumer Banking Association could benefit from exercising standard business logic— if consumers are willing to sign up for the No Call list then they obviously are not interested in doing business over the telephone. The No Call program is a gift! The list shows telemarketers exactly which consumers simply have no interest in telemarketing calls. It's a poor business decision to waste time, money, and resources calling people who do not wish to do business with your organization.

Weakening the No Call Program would be a step backward for Wisconsin consumers. The overwhelming amount of phone numbers on the list should be a great indication of how Wisconsin consumers feel about unwanted telemarketing calls. It would be very irresponsible and unethical to allow large corporations to engage in greedy business practices at the expense of Wisconsin Consumers. The No Call Program is especially useful to stop telemarketers from taking advantage of vulnerable consumers like the elderly and mentally disabled. Since the FCC is directly responsible to Congress, and Congress is directly responsible to the people of the United States, the FCC has a duty to regulate telecommunications according to the voice of the people, not according to the voice of large corporations.